



# USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/26 thru 07/02.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Jun 26, 2015

## NATIONAL SUMMARY

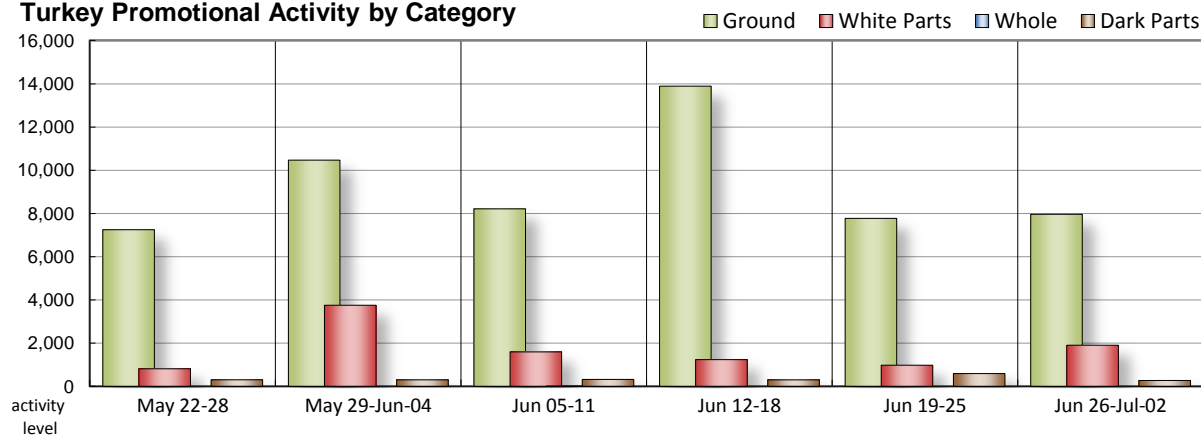
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate <sup>1/</sup>	27.1% of 29,100 outlets		22.6% of 29,100 outlets		29.9% of 22,900 outlets	
Special Rate <sup>4/</sup>	0.1%		1.6%		0.9%	
Activity Index <sup>2/</sup>	11,234		10,505		13,650	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens					40	1.34
" - Toms					40	1.34
<b>PARTS:</b>						
Breast:						
Bone-in, whole						
Fresh	72	2.29	14	2.35		
Frozen	329	1.65	211	1.76	540	1.80
Split, bone-in						
Fresh			67	3.58		
Rotisserie			80	7.13	140	8.99
Boneless, whole	55	5.32				
Cutlets	684	4.84	309	5.16	660	4.79
Cutlets, thin sliced	188	4.99				
Strips						
Tenders	365	4.99	189	5.16	240	4.99
Marinated Tenders	213	5.25	111	4.61	470	4.32
Drumsticks	9	1.79	16	1.90	40	1.69
Thighs	9	1.99	9	1.99		
Wings	65	2.82	16	1.90	100	2.48
Necks			7	1.79		
Smoked Drumsticks	64	2.27	182	2.30	100	2.89
Smoked Wings	64	2.33	182	2.30	90	2.99
Smoked Necks	64	1.99	182	2.04		
<b>GROUND TURKEY:</b>						
Patties	7,963	3.48	7,774	3.59	10,350	3.38
Sausage	829	3.83	1,153	3.76	2,400	3.55
85% lean	1,009	3.56	1,871	3.73	2,670	3.31
93% lean	2,165	2.86	1,483	2.84	1,400	2.85
Breast	3,377	3.48	2,201	3.35	3,040	3.23
Rolls (frsh/frz 1 lb.)	583	5.19	1,066	4.70	840	4.47
Specialty <sup>5/</sup>	29	3.37	133	3.31	640	3.10
Patties	53	3.88	305	4.97	30	4.00
93-94% lean	987	4.37	642	4.39	160	4.45
Breast	21	5.99	76	6.17	10	6.49

Note: rolls & specialty not included in ground turkey total and weighted average.

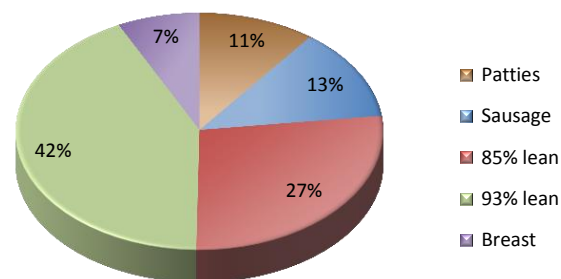
## This Week's Turkey Feature Highlights

Our offices will be closed Friday, July 3rd in observance of Independence Day. This report that will be released on Thursday, July 2nd, and will only include advertised prices for Outlets ending during the period of July 3 thru July 8, 2015. Turkey retail ad activity increases this week. Retailers begin their 4th of July promotions. Whole birds remain non-existent. Bone-in breasts increase in offerings, while prices decrease. Rotisserie breasts fade from sight. As we near the start of a new month, white part items are viewed more often. Prices trend lower for cutlets and tenders, higher for marinated tenders. Fresh wings are seen slightly more often; prices are higher. The remainder of dark items decline in both offerings and price. Grinds are promoted slightly more often with 93% lean most visible. Average values are lower for sausage, higher for the balance of grinds. Deli activity continues to slow. Thin slicing turkey deli meat, along with family size self-service, gain circular space. Prices are mixed for service deli items and lower for the smaller package size self-service products.

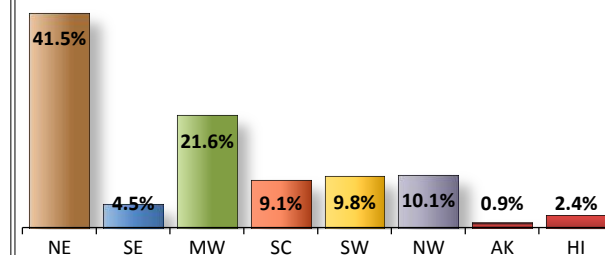
## Turkey Promotional Activity by Category



## Ground Turkey Featuring by Type



## Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/ Feature Rate:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Jun 26, 2015

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
<b>Special Rate</b> <sup>4/</sup>	<b>54.7% of 5,500 sampled outlets</b>			<b>8.8% of 7,400 sampled outlets</b>			<b>30.2% of 6,100 sampled outlets</b>		
<b>Activity Index</b> <sup>2/</sup>	<b>0.3% of stores w/ no-price promotions</b>			<b>0.0% of stores w/ no-price promotions</b>			<b>0.0% of stores w/ no-price promotions</b>		
	<b>Activity Index = 5,433</b>			<b>Activity Index = 808</b>			<b>Activity Index = 2,578</b>		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	2.29	72 2.29		1.29 - 1.59	15 1.41		0.99 - 1.49	44 1.42	
Frozen									
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole	4.99 - 5.99	47 5.12							
Cutlets	4.99 - 5.49	429 5.00		4.99	35 4.99		4.49	180 4.49	
Cutlets, thin sliced	4.99	188 4.99							
Strips									
Tenders	4.99	327 4.99		4.99	37 4.99		4.99	1 4.99	
Marinated Tenders	4.79	33 4.79					5.33	180 5.33	
Drumsticks							1.79	9 1.79	
Thighs							1.99	9 1.99	
Wings	2.99	39 2.99		2.99	17 2.99		1.79	9 1.79	
Necks									
Smoked Drumsticks	2.39	44 2.39		1.99	20 1.99				
Smoked Wings	2.39	44 2.39		2.19	20 2.19				
Smoked Necks	1.99	44 1.99		1.99	20 1.99				
<b>GROUND TURKEY:</b>									
Patties	3.49 - 3.99	444 3.96		3.49 - 3.59	54 3.51		3.49 - 3.99	331 3.71	
Sausage	3.19 - 3.99	582 3.55		3.19 - 3.49	38 3.43		2.79 - 4.09	142 3.87	
85% lean	2.16 - 3.66	714 3.01		2.33 - 2.69	13 2.50		2.16 - 2.99	830 2.72	
93% lean	3.06 - 4.79	1,421 3.52		2.49 - 3.99	503 3.37		2.49 - 3.99	556 3.37	
Breast (99-100% lean)	4.49 - 6.15	425 5.35		4.99 - 5.49	19 5.04		4.49 - 5.49	82 4.50	
Rolls (frsh/frz 1 lb.)							2.99 - 3.49	29 3.37	
<b>Specialty</b> <sup>5/</sup>									
Patties	3.99	41 3.99							
93-94% lean	3.99 - 4.99	539 4.11		4.99	17 4.99		3.50 - 3.99	155 3.92	
Breast							5.99	21 5.99	



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Fri. Jun 26, 2015

	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)			SOUTHWEST U.S. (AZ,CA,NV,UT)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
Feature Rate <sup>1/</sup>	19.4% of 4,900 sampled outlets			29.7% of 3,800 sampled outlets			18.8% of 1,300 sampled outlets		
Special Rate <sup>4/</sup>	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 1,089			Activity Index = 847			Activity Index = 362		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.29 - 1.99	270	1.70						
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole							6.49	8	6.49
Cutlets	4.49	40	4.49						
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties									
Sausage	2.63 - 4.09	113	3.03	3.43 - 4.09	37	3.48	3.43 - 4.09	97	3.91
85% lean	2.79 - 3.19	361	2.96	3.00 - 3.99	105	3.24	2.39 - 2.56	142	2.42
93% lean	2.49 - 3.99	288	3.23	3.10 - 4.00	450	3.61	3.33 - 3.99	103	3.81
Breast (99-100% lean)	4.00	14	4.00	4.79	9	4.79			
Rolls (frsh/frz 1 lb.)									
<b>Specialty <sup>5/</sup></b>									
Patties							3.50	12	3.50
93-94% lean	3.99	3	3.99	5.00	246	5.00			
Breast									



(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	ALASKA (AK)			HAWAII (HI)		
<b>Feature Rate</b> <sup>1/</sup>	<b>37.6% of 100 sampled outlets</b>			<b>75.2% of 100 sampled outlets</b>		
<b>Special Rate</b> <sup>4/</sup>	<b>3.2% of stores w/ no-price promotions</b>			<b>0.0% of stores w/ no-price promotions</b>		
<b>Activity Index</b> <sup>2/</sup>	<b>Activity Index = 32</b>			<b>Activity Index = 85</b>		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
<b>PARTS:</b>						
Breast:						
Bone-in, whole						
Fresh						
Frozen						
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders						
Drumsticks						
Thighs						
Wings						
Necks						
Smoked Drumsticks						
Smoked Wings						
Smoked Necks						
<b>GROUND TURKEY:</b>						
Patties						
Sausage						
85% lean						
93% lean	3.19 - 4.80	32	4.25	4.23	24	4.23
Breast (99-100% lean)				5.59	34	5.59
Rolls (frsh/frz 1 lb.)						
<b>Specialty</b> <sup>5/</sup>						
Patties						
93-94% lean				6.00	27	6.00
Breast						



# USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 06/26 thru 07/02.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. Jun 26, 2015

	NATIONAL SUMMARY						NORTHEAST U.S.			SOUTHEAST U.S.		
	This Week		Last Week		Last Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate <sup>1/</sup>	45.8% of 29,100 stores		47.0% of 29,100 stores		68.8% of 22,900 stores		69.0% of 5,500 sampled outlets			33.1% of 7,400 sampled outlets		
Activity Index 2/	31,369		36,990		37,650		Activity Index = 12,775			Activity Index = 4,988		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	3,179	8.61	4,576	8.32	4,820	8.06	6.48 - 9.99	1,404	8.81	6.99 - 8.99	16	7.24
Private Brand	2,889	7.86	3,890	8.43	3,530	7.45	6.98 - 9.99	2,179	7.97	7.99	2	7.99
<b>Category 2</b>												
Processor Brand	2,970	5.85	2,877	6.31	3,620	5.84	5.99 - 6.99	721	6.05	4.99 - 6.99	940	5.85
Private Brand	1,271	6.27	376	6.12	1,070	5.75	4.98 - 7.49	407	5.86	6.29 - 6.99	12	6.64
<b>Category 3</b>												
Processor Brand	406	3.99	453	3.68	700	4.40	3.77	20	3.77	3.99 - 4.38	120	4.28
Private Brand	72	4.59	285	4.10	220	5.07	4.59	72	4.59			
<b>Turkey Ham</b>												
Processor Brand	595	4.41	203	3.59	390	4.33	4.79 - 5.99	311	5.14	5.49	21	5.49
Private Brand	9	3.49	9	3.49								
<b>Turkey Pastrami</b>												
Processor Brand	257	5.02	184	4.30	320	3.97	5.49	73	5.49	5.49	21	5.49
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	3,101	8.20	1,688	8.06	1,950	8.44	5.99 - 10.99	2,059	8.59	5.99 - 9.49	310	7.68
Private Brand	2,520	7.62	1,629	7.54	390	7.39	6.47 - 7.99	1,714	7.93	7.59 - 7.99	4	7.79
<b>Category 2</b>												
Processor Brand	665	5.75	247	5.46	80	5.00	5.77	20	5.77	4.99	9	4.99
Private Brand	191	5.81	300	5.99	170	5.92	5.49	72	5.49			
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	4,218	3.44	8,908	3.61	9,540	3.14	2.50 - 3.99	1,911	3.50	2.49 - 3.99	151	3.10
Private Brand	1,661	3.20	1,828	3.22	910	2.98				3.33	1,083	3.33
<b>Turkey 16 oz</b>												
Processor Brand	1,933	5.54	1,344	5.49	1,260	5.51	5.99	33	5.99	5.50 - 5.99	1,118	5.52
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	3,776	3.52	6,636	3.75	7,810	3.23	2.50 - 3.99	1,779	3.57	2.89 - 3.99	98	3.42
Private Brand	1,656	3.20	1,557	3.21	870	3.00				3.33	1,083	3.33

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)



# USDA National Retail Report - Turkey

Fri. Jun 26, 2015

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 06/26 thru 07/02.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate <sup>1/</sup>	48.6% of 6,100 sampled outlets			41.7% of 4,900 sampled outlets			40.6% of 3,800 sampled outlets			38.0% of 1,300 sampled outlets		
Activity Index 2/	Activity Index = 6,494			Activity Index = 3,962			Activity Index = 2,017			Activity Index = 955		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	5.99 - 9.99	419 7.96		6.99 - 9.99	328 8.50		7.99 - 8.99	486 8.97		7.99 - 8.99	491 8.42	
Private Brand	6.99 - 8.99	99 7.76		6.99 - 8.49	459 7.44		7.49 - 8.49	16 8.43		7.49	123 7.49	
<b>Category 2</b>												
Processor Brand	4.99 - 6.99	862 5.72		4.98 - 5.99	297 5.72		5.99	150 5.99				
Private Brand	4.99 - 6.99	841 6.47		4.99 - 6.99	11 5.54							
<b>Category 3</b>												
Processor Brand	2.99 - 4.38	129 3.81		3.99 - 4.38	119 4.06		2.79	10 2.79		3.88	8 3.88	
Private Brand												
<b>Turkey Ham</b>												
Processor Brand	3.29 - 5.49	22 3.89		2.99 - 4.59	201 3.50		2.99 - 3.79	40 3.11				
Private Brand							3.49	9 3.49				
<b>Turkey Pastrami</b>												
Processor Brand	3.00 - 5.49	32 3.79		4.99	121 4.99					4.99	10 4.99	
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.98 - 9.99	595 7.28		5.99 - 7.99	137 7.35							
Private Brand	7.59 - 8.49	129 7.96		7.99 - 8.49	251 8.04		5.99	422 5.99				
<b>Category 2</b>												
Processor Brand	3.79 - 5.99	347 5.71		4.99 - 5.99	90 5.42		5.99	199 5.99				
Private Brand	6.00	119 6.00										
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	1.99 - 4.49	945 3.26		1.99 - 4.49	805 3.61		2.50 - 3.99	136 3.39		1.98 - 4.49	204 3.21	
Private Brand	2.79 - 3.00	419 2.99		2.79 - 3.00	159 2.84							
<b>Turkey 16 oz</b>												
Processor Brand	5.48 - 5.99	227 5.58		5.47 - 5.99	133 5.74		4.79 - 5.99	422 5.48				
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	1.99 - 4.49	895 3.30		2.50 - 4.49	692 3.75		2.99 - 3.99	127 3.46		1.98 - 4.49	119 3.04	
Private Brand	2.79 - 3.00	414 2.99		2.79 - 3.00	159 2.84							

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)



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	ALASKA (AK)			HAWAII (HI)				
Feature Rate <sup>1/</sup>	40.9% of 100 sampled outlets			77.9% of 100 sampled outlets				
Activity Index <sup>2/</sup>	Activity Index = 22			Activity Index = 156				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
<b>SERVICE DELI - Turkey</b>								
<b>Category 1</b>								
Processor Brand	7.99	1 7.99		7.49	34 7.49			
Private Brand	8.49	11 8.49						
<b>Category 2</b>								
Processor Brand								
Private Brand								
<b>Category 3</b>								
Processor Brand								
Private Brand								
<b>Turkey Ham</b>								
Processor Brand								
Private Brand								
<b>Turkey Pastrami</b>								
Processor Brand								
Private Brand								
<b>SERVICE DELI - Chicken</b>								
<b>Category 1</b>								
Processor Brand								
Private Brand								
<b>Category 2</b>								
Processor Brand								
Private Brand								
<b>SELF-SERVICE DELI</b>								
(dollars per tub or pouch)								
<b>Turkey 7-10 oz</b>								
Processor Brand	3.79	5 3.79		2.79 - 4.49	61 3.82			
Private Brand								
<b>Turkey 16 oz</b>								
Processor Brand								
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand	3.79	5 3.79		2.79 - 4.49	61 3.82			
Private Brand								

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)